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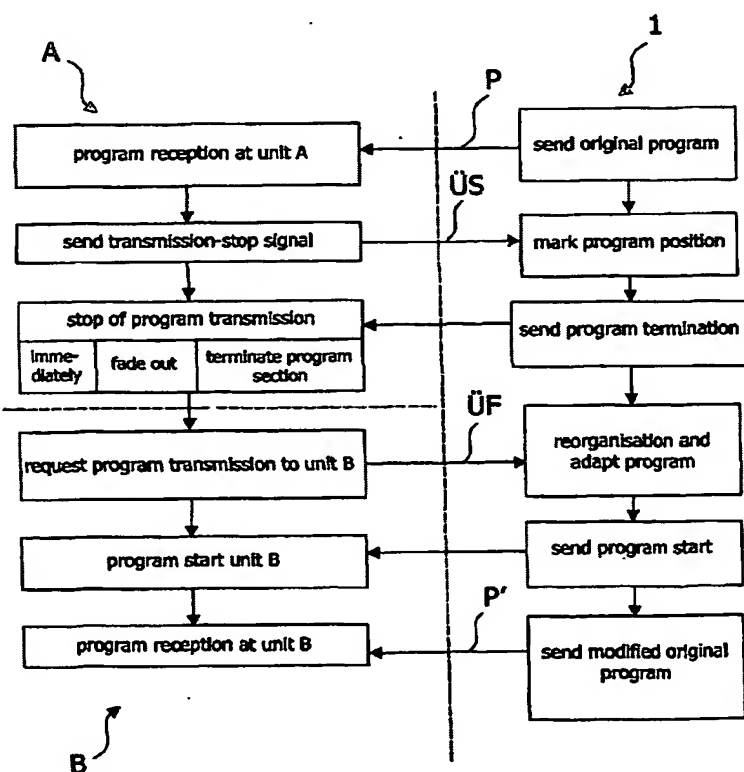
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**(54) Title: METHOD FOR TRANSMITTING A USER-SPECIFIC PROGRAM**



**(57) Abstract:** A method for transmitting a user-specific program to the user of a program content transmission system (1) is described, in which first a part of the program contents (P) of the program is transmitted to a first terminal unit (A) of the user and the program transmission to the first terminal unit (A) is stopped when a first defined event occurs in accordance with a pre-determined procedural sequence. Subsequently, when a second defined event occurs, for the continuation of the program transmission, there is then a further transmission of program contents (P') of the program to a second terminal unit (B) of the user in accordance with a pre-determined procedural sequence. Moreover, a respective program content transmission system (1) and a terminal unit (A, B) for use in this type of transmission method are described.

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